

ENGLISH

ANNONSEFAKTA 2012

Sport

the sole trade
magazine of
the industry

www.sportsbransjen.no

Be
VISUALIZED
in the trade's own
magazine and
reach the whole
industry

Sportsbransjen as



Sport

Sport is published by Sportsbransjen AS, being the trade journal for the Norwegian sport industry. **Sport** is the only journal that is distributed to executives and buyers representing the whole range of sport shops, -chains and companies.

Sport is an independent journal. Its principal aim is to provide news and current articles about and to the whole sport industry.

READER SURVEY
AUTUMN 2007

Reader survey conclusions:

- **Sport** is perceived as being up-to-date, independent and serious.
- Very good readability.
- Close to 70 per cent has read the journal for more than three years
- Most spend between a quarter and an hour reading the journal
- Some 50 per cent spend more than 30 minutes reading the journal.

Statements made by advertisers:

- 63 %: Correct target group.
- 69 %: Make for good visibility in the trade.
- IN GENERAL: "Fresh and current journal that generates good value for advertising."

Ad formats:

DOUBLE PAGE SPREAD:

Format: 490 x 330 mm*
Type area: 460 x 290 mm

HELPSIDE:

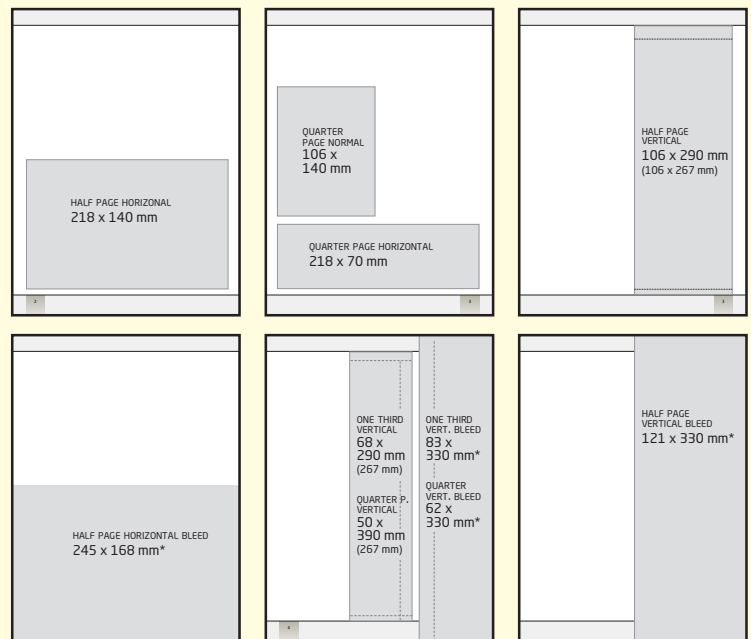
Format: 245 x 330 mm*
Type area: 218 x 290 mm

HALVHSIDE:

Horizontal: 218 x 140 mm
Horizontal bleed: 245 x 168 mm*
Vertical: 106 x 290 mm
Vertical bleed: 121 x 330 mm*

OTHER FORMATS:

Vertical 1/3 page: 68 x 290 mm
Vertical 1/3 page bleed: 83 x 330 mm*
Quarter page: 106 x 140 mm
Horizontal quarter page: 218 x 70 mm
Vertical quarter page: 50 x 290 mm
Vertical quarter p. bleed: 62 x 330 mm*



* All bleed ads must have a minimum 3 mm trim edge on all sides.

Ad rates:

Format	Ordinary issue (NOK)	Trade show issue (NOK)
Full page	14 500	18 800
1/2 page	10 000	12 400
1/3 page	8 500	10 400
1/4 page	7 100	8 500
2 nd and 3 rd cover	16 675	19 900
Back cover	16 400	20 500
Centre spread	31 800	38 100
Inserts	Please contact advertising manager	

* Eur exchange rate is adjusted at current rate on date of invoice. Invoices are issued in NOK. Iban no: NO2560870542480 Swift code: NDEANOKK All prices are ex VAT. Subject to change, see www.sportsbransjen.no

Web ads:

FORMATS: Gif, Gif-animation, JPG and Flash (NB: Size is given in pixels)

KEEP IN MIND: Ad attached to correct web link.

Flash ad 1

Shown on main page and adjoining pages

FORMAT: 1000 x 220 pixels

PRICE: NOK 20000,- a month

Flash ad 2

Shown on main page and adjoining pages

FORMAT: 550 x 143 pixels

PRICE: NOK 10000,- a month

Flash ad 3

Shown on main page and adjoining pages

FORMAT: 295 x 143 pixels

PRICE: NOK 7500,- a month

Flash ads 4 & 5

Shown on news pages

FORMAT: 530 x 60 pixels

PRICE: NOK 4000,- a month

Logo

Shown on main page and adjoining pages

FORMAT: 129 x 75 pixels

PRICE: NOK 1000,- a month



Vacancy ad web: PRICE: NOK 6000,- / shown 14 days after application date

Volumdiscounts, pre-ordered ads:

10 per cent discount on orders over NOK 43 500

15 per cent discount on orders over NOK 58 500

20 per cent discount on orders over NOK 73 000

25 per cent discount on orders over NOK 125 000

30 per cent discount on orders over NOK 200 000

Publication schedule:

Issue no:	Publication date:	Ad copy deadline:
1 Trade issue ^{A, C, E}	11 th January	23 rd December
2 Increased distribution ^{B, F, G}	29 th February	14 th February
3 Increased distribution ^{C, D}	20 th April	29 th March
4	13 th June	24 th May
5 Trade issue ^{A, E, C}	10 th August	2 nd August
6	28 th September	12 th September
7	8 th November	27 th October
8	14 th December	29 th November

Increased circulation with added distribution on trade shows:

- A Norspo trade show (MX-Sport / Stadion/ Coop)
- B On Snow – Skiteston on Geilo
- C Sport 1 trade show
- D Stadion trade show
- E Gresvig trade show
- F Coop Hardware trade show
- G MX-Sport Hardware trade show

See trade shows updates on www.sportsbransjen.no

Sport

2012

Publisher: Sportsbransjen AS, Sjølyst Plass 3, N-0278 Oslo, Norway

Technical data:

CIRCULATION: 3000

METHOD OF PRINTING: Offset

AD COPYL: Digital, please see below

Submission of ad copy:

07 Aurskog, N-1930 Aurskog, Norway

TELEPHONE: +47 63 86 44 63. TELEFAX: +47 63 86 44 02

CONTACT: Morten Hernæs. E-MAIL: morten.hernaes@07.no

Submit ad copy electronically by mail, Fast Send or on CD.

E-MAIL: Files smaller than 10 mb may be sent by e-mail to: morten.hernaes@07.no (please mark "Sport ed. + advertiser").

PDF: All fonts must be embedded and all colour elements must be in CMYK-mode. Standard resolution of pictures is 300 dpi, a minimum of 150 dpi is required.

FAST SEND: Alle files larger than 10 mb should be sent by Fast Send. Please go to www.07.no and choose "Send oss filer". Follow instructions. Choose 07 Aurskog and category: Annonser (adverts).

Ad design:

Can be done by the 07 Group, division Aurskog, by agreement.

TERMS:

Terms of payment: 120 days after date of publication.

All rates are ex VAT.

Cancellation must be in writing and no later than eight days before the deadline for material. In the event of a late cancellation, the customer must pay for the ad space even if it is used for editorial content or for other ads.

In the event of late submissions of ad copy the customer may be charged for extra expences based on an hourly rate of NOK 700 for additional work. 07 will not honour complaints for errors in ads submitted after the ad copy deadline.

The magazine's maximum liability is limited to the cost of the ad. Damage due to faulty workmanship will not be compensated.

Ad manager:

Hedda Sponland

E-MAIL: hedda.sponland@sportsbransjen.no

ADDRESS: Sjølyst Plass 3, N-0278 Oslo, Norway

CELL PHONE: +47 928 55 222

Sportsbransjen as



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"Sport is a fresh and current journal that generates good value for advertising"

statement given by advertiser in *Sport* reader survey 2007